

Exhibit B



FAO Schwarz

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FAO Schwarz

1 hr ·

"That Big piano is back." We'll leave the rest to imagination. Cc: MONEY
#ReturnToWonder



TIME.COM

FAO Schwarz Has Been Resurrected Just in Time for the Holidays. See What the Iconic Toy Store Looks Like Now

195

8 Comments 16 Shares

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Mary Parsons Zieglgansberger MERRY CHRISTMAS!!!!!! Happy Hanukkah too! That is such great news that FAO Schwarz is BACK!!!!!!

Like · Reply · 9m



Francesca Petrungaro I was in the other shop the one on the 5 street, a magical place .. awesome

Like · Reply · 57m



Tracy Sims Peggy Cox Phillips

Like · Reply · 1h



Francesca Petrungaro

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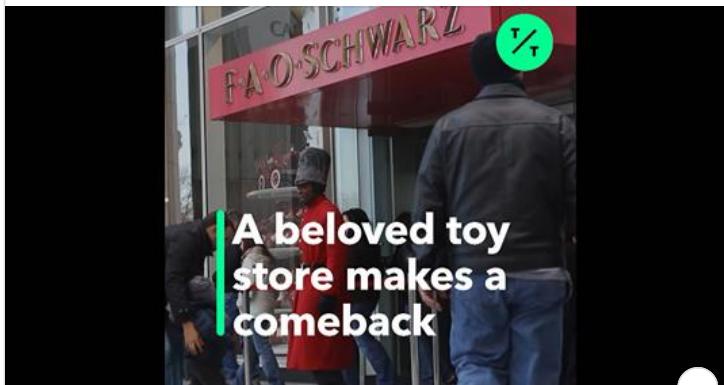
Check in



FAO Schwarz

3 hrs

Our beloved toy store is bringing the magic to 30 Rockefeller Plaza as it has us #ReturnToWonder here in #NYC and we want YOU to be a part of it. Cc: TicToc



BLOOMBERG.COM

FAO Schwarz Returns to New York

Iconic New York toy store FAO Schwarz is making its Manhattan comeback...

28

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FAO Schwarz

7 hrs

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The Plaza Hotel
Hotel

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Rockefeller Center
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scent, and #FAO's trademark giant plush animals greeted visitors near the front door." Cc: [New York Daily News](#) stood on line this past Friday with the rest of the crowd anticipating our big opening... and it was worth it #ReturnToWonder



NYDAILYNEWS.COM

Back for Christmas, venerable toy store FAO Schwarz ends three-year absence with return to Rockefeller Center - NY...

197

4 Comments 17 Shares

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**Ashley Sheree** We need another store in Chicago

Like · Reply · 5h

**Jennifer Tarantino Turner**

Like · Reply · 3h

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**FAO Schwarz**

18 hrs ·

"FAO Schwarz toy soldiers are stationed outside of the 49th street entrance, outfitted in brand new uniforms designed by International Supermodel [Gigi Hadid](#). This new uniform, which will be worn at all FAO stores internationally, draws from Gigi's own nostalgia of childhood visits to the toy store and incorporates whimsical elements including a special "Medal of Honor" is worn on the left pocket adorned with the meaningful words 'Celebrate, Wonder, Discover, Share, Together.'" Cc: [Boston Business Journal](#) celebrated our #ReturnToWonder

BIZJOURNALS.COM

FAO Schwarz Returns to New York With A New Flagship Toy Store - Boston Business Journal

FAO Schwarz Returns to New York With A New Flagship Toy Store The iconic brand opens on November 16 at 30 Rockefeller Plaza with...

38

3 Comments 2 Shares

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3

[Like](#) · [Reply](#) · 18h

Lauren Rayer DiBlasi



2

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FAO Schwarz

19 hrs ·

Highlighting a demonstration by our awesome [#toydemonstrator](#) Magic Plastic is already drawing a crowd during grand opening weekend. Right across the way is also our Transformer section! [#transformers](#) [@transformersofficial](#)

#ReturnToWonder #NewYork #rockefellercenter... [See More](#)

18

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**Jade Sturmhoevel** Do you have the muppet workshop?

Like · Reply · 9h

1

**FAO Schwarz**

19 hrs ·

Having fun on the plaza with our always amazing Toy Soldiers! Another great picture from opening weekend! #ReturnToWonder

Thanks!@beckyewchuk #Repost

...

A big thank you to @faoschwarz for being so kind to our Lana during their grand opening on Friday! We had SUCH a blast, and I'm certain that Lana will remember all of this for DECADES to come! ☺

#faoschwarz #returntowonder #rockefellercenter #online_newyork
#what_i_saw_in_nyc #icapture_nyc #travel_nyc



beckyewchuk

69

2 Comments 3 Shares

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Most Relevant



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**Kenneth C Hartzog** He was our FAO Soldier for our tour on December 24, 2014! Hope to see him again when we visit at Christmas this year!

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1

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Bill Varney Best soldier yet! That mustache!

[Like](#) · [Reply](#) · 19h

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